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*RJ*  
**RJ Reynolds**  
Tobacco Company

SALEM BUSINESS UNIT  
PO BOX 1515  
WINSTON-SALEM, NC 27102-1515

*RJ*

**FAX TRANSMISSION COVER SHEET**

<b>DATE:</b>	May 13, 1998
<b>TO:</b>	MARK YOUNG FAX # 732-417-9076
<b>FROM:</b>	RON GROUT FAX # 336/741-2300
<b>INSTRUCTIONS:</b>	
<b>PAGES TO FOLLOW:</b>	5

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## SALEM TEST MARKET — NEW YORK

### March Performance

- SALEM brand share declined .11 versus February:
  - Second highest test market share to date.
  - 0.64 above expected trend.
- Performance stable in light of heavy competitive promotional activity (Newport B2G1F, Marlboro UL introduction).

	<u>Newport</u>	<u>Kool</u>	<u>Marlboro Menthol</u>	<u>SALEM</u>
Feb-Mar Share Chg	+0.60	-0.33	+0.29	-0.11
Share of Menthol Display	+9.46	-2.06	+3.36	-0.30
% CIV Any Promo	+14.34	+4.14	+17.52	-10.22
% Volume Any Promo	+2.73	+13.10	+15.76	+0.87

↳ FF100 Market  
included?

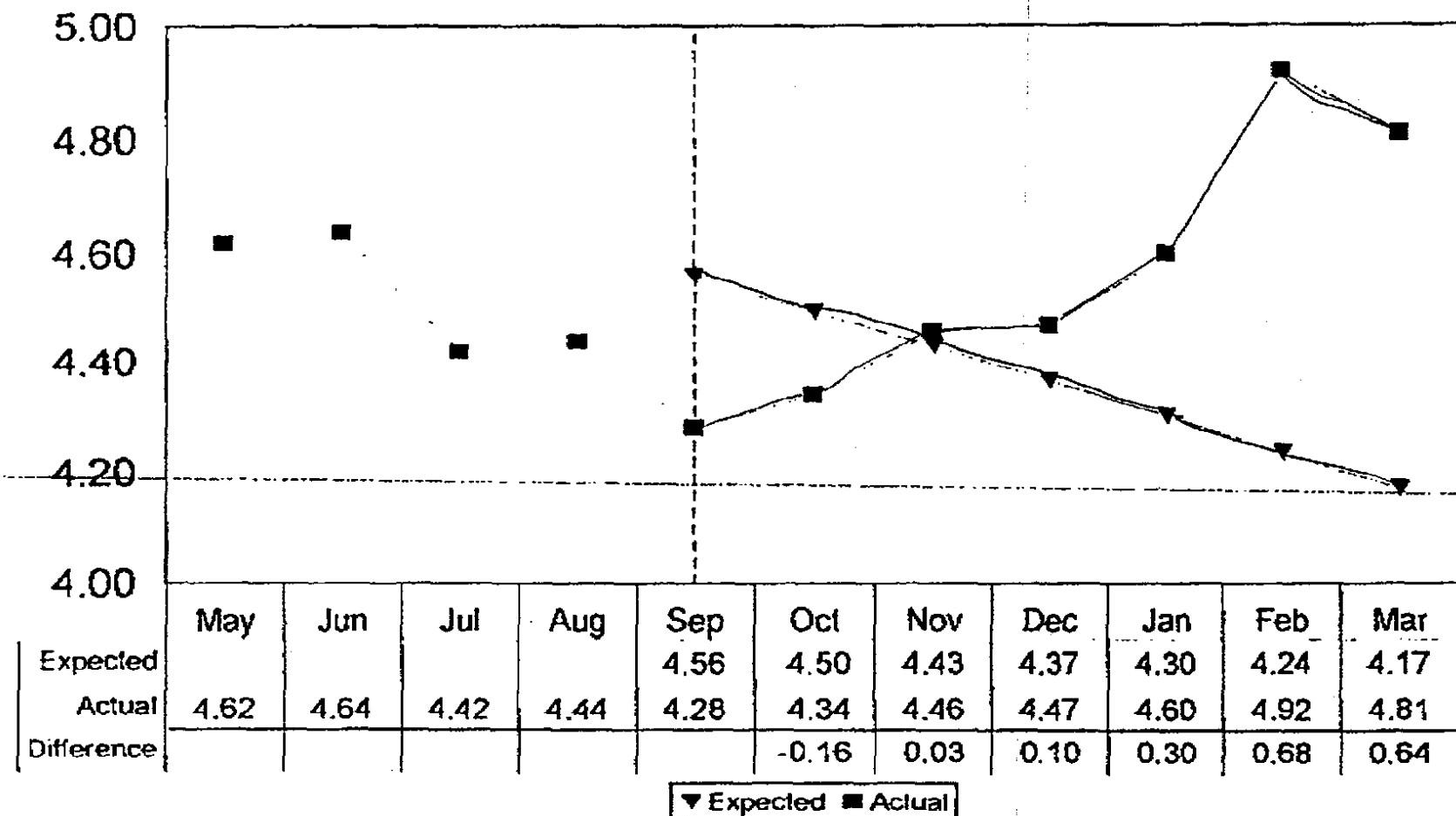
- Action plans:

- Continue to drive positioning versus Newport.
- Continue push for distribution expansion.
- Drive increased display where possible; maintain current display levels.
- Closely monitor Marlboro Menthol short-term impact.
- Maintain ongoing discounting activity: snipe, DSD, DOD.

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# Salem Test Market - New York

## Salem Share of Market - Expected vs Actual



Actual Based on May - March Static Sample    Expected: July 96 - September 97 Static 1

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from-RJRT

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